

ABSTRACT OF THE DISCLOSURE

An apparatus and a method that permits consumers to find sought after items in a retail store by accessing a computer provided with a data base containing names of items for sale and the locations of those items is described. The customer enters the name of the sought after item with a keyboard, and on execution of the program, the computer accesses a data base and returns the location of the item in the store on a screen. The database for the computer is made up using a second computer program, or a subprogram of the first program, and consists of entries of product names and their individual locations within the store.